Media Communications Intern

Position Description

Title: Media Communications Intern
Department: Student Involvement
Reports to: Assistant Director of Student Involvement

Appointment: Academic year 2017-2018
Classification: Hourly Paraprofessional
Remuneration: Paid hourly for a maximum of 20 hours/week ($8.50/hour, pay schedule is bi-weekly)

Preferred Qualifications
- Interest in working in a high-energy team environment
- Passionate about making a difference in students’ lives
- Excited about planning and supporting large-scale events that bring energy to the entire campus
- Computer skills (e.g. Microsoft Office Suite, FalconSync)
- Strong organizational skills, interpersonal abilities, and oral and written communication

Position Summary
This position will be responsible for the Student Involvement image, graphic, and marketing efforts, as well as assisting in developing a plan for and implementing the management of various marketing media. All interns will also have responsibilities at the Involvement Center Desk in the University Center supporting first-year student engagement, student organizations, and general office management. This position may require some evening and weekend hours.

Involvement Center Desk Responsibilities (10 hours per week):
A. Serve as a resource for anyone seeking information about Involvement opportunities on our campus
B. Provide administrative support for all services at the Involvement Center desk
C. Take and transfer Involvement Center phone calls and answer questions as needed

Media Communications Responsibilities (10 hours per week):
A. Stay on top of what is trending in media and work collaboratively with other interns to implement ideas in our office to ultimately increase attendance at our programs
B. Be prepared to “think outside the box” to create a buzz on campus about our programs
C. Utilize available software to design marketing materials for printed materials and social media
D. Utilize video and photography technology to promote our activities
E. Work with department staff and students to update and maintain social media outlets (Facebook, twitter, etc) to engage in active following of our accounts
F. Create and distribute printed materials on campus and in the River Falls community (Posters, Table Tents, Brochures)
G. Create, prepare supplies, set up, and staff booths at various times throughout the academic year (Involvement Fair, Office Fairs, WellCheck, Fair for On Campus Jobs, Popcorn Fridays)
H. Maintain all duties as an employee of the Office of Student Involvement staff, including trainings, retreats, and professional development
I. Collaborate with all staff on executing departmental programs including but not limited to Week of Welcome activities, Just Local, Homecoming and Family Weekend, and Finals Fest
J. Assist and help run various Student Involvement events throughout the year (i.e. Karaoke, Open Mic, etc.)
K. Assist with swiping at Falcon 5 events
L. Actively participate in weekly meetings with peer staff and supervisor
M. Other duties as assigned
Qualifications and Conditions of Employment
A. Must be enrolled as a full-time student during the period of employment
B. Must maintain a minimum cumulative grade point average of 2.5 before and during employment
C. Must be available to attend the fall training (August 28-Sept. 4, 2017)

Expectations
A Student Involvement Intern is expected to serve as a positive role model for other students. This person will be expected to follow University policies as well as state and federal laws. This expectation applies throughout the period of employment, whether on or off campus.

Application Information: Interested candidates must submit all applicant materials by 12:00 pm on Thursday, March 16, 2017. Materials include, completed application, cover letter, personal resume, and a list of references.

Electronic application available on OrgSync: https://orgsync.com/18446/forms/93847